

GOVERNMENT OF ANDHRA PRADESH  
ABSTRACT

**PUBLICITY** - Integrated Mobile Publicity (IMPACT) in 294 Assembly constituencies campaign in the State on flagship programmes – Sanction of balance additional funds of Rs.32.00 crores – Accorded - Orders – Issued.

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GENERAL ADMINISTRATION (I&PR.I) DEPARTMENT

G.O.Rt.No. 950

Dated: 25.2.2009.

Read the following:

1.	G.O.Rt.No. 6863 Genl. Admn. (I&PR.I) Dept. 08.11.2007.
2.	From the Spl. Commnr. I&PR. Lr. 18891/SCIPR/ Spl.FP/ IMPACT/ 2007 dt: 28.12.2007 and 11.01.2008.
3.	G.O.Rt.No.2399, Genl. Admn. (I&PR.I) Dept. dt: 23.04.2008.
4.	From the Spl. Commnr.I&PR., Lr.No.18891/SCIPR/ Spl.FP/ IMPACT/ 2007, dt.16.09.2008.
5.	From the Spl. Commnr.I&PR.,Lr.No.18891/SCIPR/ Spl.FP/ IMPACT /2007, dt.21.10.2008.
6.	G.O.Rt.No.4192, Finance (Expr.GAD.I) Dept., dt: 25.10.2008.
7.	G.O.Rt.No.6211 Genl. Admn.(I&PR.I) Dept. dt: 25.10.2008
8.	From the Spl. Commnr. I&PR., Lr.No.18891/SC.I&PR/Spl.E.P./ IMPACT/07, dt: 3.12.2008.
9.	G.O.Rt.No. 636 Fin. (Expr.GAD.I) Dept. dt: 21-2- 2009.

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**ORDER:**

In the circumstances reported in the references 4<sup>th</sup> and 5<sup>th</sup> read above, Orders were issued in the G.O. 7<sup>th</sup> read above according permission to the Special Commissioner, Information and Public Relations, Hyderabad, to take up "Integrated Mobile Publicity in Assembly Constituencies" programmes with an additional amount of Rs.72,00,00,000/- (Rupees Seventy two crores only).

2. In the G.Os. 6<sup>th</sup> and 7<sup>th</sup> read above Government have released an additional amount of Rs.40,00,00,000/- (Rupees forty crores only) as Loan to APSFDC under Head of Account "MH 6220 Loans to I & PR - 01 Films – MH 190 Loans to PSUs –SH (05) Loans to APSFDC" to meet the expenditure under IMPACT Programmes and to clear off the pending bills upto October, 2008, subject to obtaining of the Supplementary Grant for the said amount during the financial year 2008-09 at an appropriate time.

3. Further in the circumstances stated by the Special Commissioner in the letter 8<sup>th</sup> read above and after careful consideration of the matter in the reference 9<sup>th</sup> read above, Government in Finance Department have released an amount of Rs. 72.00 (Rupees seventy two crores only) as additional funds to meet the expenditure on Integrated Mobile Publicity in Assembly Constituencies under 'IMPACT' programme" in all 294 Assembly Constituencies upto March 2009, in relaxation of Treasury Control and Quarterly Regulation Orders, pending provision of funds by obtaining the Supplementary Grant during 2008-'09 under the Head of Account "MH 2220 – Information and Publicity – 60 – Others – 101 – Advertising and Visual Publicity – GH (11) – Normal State Plan - SH(15) – Integrated Mobile Publicity in Assembly Constituency Territories – 260 – Advertisements, Sales and Publicity expenses" (PLAN).

4. It is further requested therein in the reference 9<sup>th</sup> read above that the Special Commissioner, Information and Public Relations, shall credit the amount of Rs. 40.00 crores (Rupees forty crores only) under "MH 6220 Loans to I & P. R - 01 Films – MH 190 Loans to PSUs –SH (05) Loans to APSFDC under IMPACT Programme" which was earlier sanctioned as loan to APSFDC, vide reference 6<sup>th</sup> read above, by duly debiting the expenditure from the amount of Rs. 72.00 crores as released above and that the balance amount of Rs. 32.00 crores (Rupees thirtytwo crores only) shall be utilized by the Special Commissioner, Information and Public Relations for implementation of IMPACT Programme in all 294 Assembly

Constituencies upto March 2009 and requested the General Administration (I&PR) Department to take necessary action to obtain the Supplementary Grant for the above said additional amount during the current financial year 2008-09 at an appropriate time.

5. In the above said circumstances, the Special Commissioner, Information and Public Relations is directed to credit an amount of Rs. 40.00 crores (Rupees forty crores only), earlier sanctioned as Loan to APSFDC in the references 6<sup>th</sup> & 7<sup>th</sup> read above, to the Head of Account, "MH 6220 Loans to I&PR – 01 Films – MH 190 Loans to PSUs –SH (05) Loans to APSFDC under IMPACT Programme" duly debiting the expenditure to the Head of Account indicated at Para – ( 4 ) above. The Drawing and Disbursing Officer, Office of the Special Commissioner, Information and Public Relations, shall take necessary action to prefer adjustment bill with the Pay and Accounts Officer, Hyderabad accordingly.

6. Administrative sanction is also hereby accorded to the Special Commissioner, Information and Public Relations to utilize the balance amount of Rs. 32.00 crores (Rupees thirtytwo crores only), released in the reference 9<sup>th</sup> read above after adjustment of Rs. 40.00 crores as referred to in para-(5) above for implementation of IMPACT programme in all 294 Assembly Constituencies upto March 2009, in relaxation of Treasury Control and Quarterly Regulation Orders.

7. The Special Commissioner, Information and Public Relations, shall take necessary action for obtaining the Supplementary Grant for an amount of Rs. 72.00 crores at an appropriate time during the current financial year 2008-'09.

8. This order issues with the concurrence of Finance (Expr:GAD.I) Department vide their U.O.No. 1489/087/A2/Expr:GAD.I/09 dt: 21-2-2009.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

R.M.GONELA  
PRL. SECRETARY TO GOVERNMENT (FAC)(I&PR)

To  
The Special Commissioner, I&PR.Hyd.  
The VC&MD, Andhra Pradesh State  
Film Television and Theatre Development Corporation, Hyderabad.  
The Deputy Secy. to Govt., Finance (DMC) Department

**COPY TO:**

The Finance (Expr : GAD.I) Department.  
The Finance (BG.III/Reins) Department.  
The Deputy Secretary to Govt.  
Finance(TFR) Department.  
The Pay & Accounts Officer, Hyderabad.  
The Director of Treasuries & Accounts, A.P. Hyderabad.  
The Accountant General, A.P. Hyderabad.  
P.S. to Prl. Secretary (I&PR) (FAC).  
P.S. to Prl. Secretary to Chief Minister  
SF/SC

// FORWARDED:: BY ORDER //

SECTION OFFICER